

# International Business

FALL  
2024

Exchange semester for foreign students  
Course offer – Fall semester  
Saint-Etienne - France



CAMPUS  
**LASALLE**  
SAINT-ÉTIENNE



[www.lasalle-emci.com/en/](http://www.lasalle-emci.com/en/)



[/lasallesaintetienne](https://www.instagram.com/lasallesaintetienne)



## Presentation

La Salle EMCI is a business school with more than 30 years of expertise in International Trade Relations courses. Our undergraduate International Business programme is aimed at students who want to discover the world of business from a fresh perspective in another country.

La Salle EMCI is part of international La Salle network with universities in 80 countries.

We have exchange partners in 15 countries and up to 40 students studying abroad each year.

## Course content

Courses are delivered in English. A specific module which includes French as a foreign language and French culture will give foreign students a good grounding in the French language and different aspects of French culture.

Class sizes are small for an optimal learning experience. Most classes are mixed with French students.

Fall semester – September to December 2024

## Study in Saint-Etienne

- La Salle EMCI is a part of Campus La Salle, located in the center of Saint-Etienne in France
- The city of Saint-Etienne annually welcomes over 30000 students enrolled in higher education. The city's student office organizes a freshers' programme of student activities to discover the city, its museums and surrounding area, as well as parties to meet other students from different institutions.
- Saint-Etienne is in the heart of the dynamic Auvergne-Rhône-Alpes region, well-known at a national, European and international level for its economic strength and beautiful landscapes including the Alps, the Rhone valley, the Massif Central...

For further information on :  
St-Etienne : [www.saint-etienne-hors-cadre.fr/en](http://www.saint-etienne-hors-cadre.fr/en)  
Student life in St-Etienne : [laboge.fr](http://laboge.fr)



Subjects	ECTS credits
<b>1. International and Digital marketing</b> <ul style="list-style-type: none"> <li>• International marketing</li> <li>• Digital marketing</li> </ul>	5
<b>2. International negotiation and Cross cultural management</b> <ul style="list-style-type: none"> <li>• International negotiation</li> <li>• Cross cultural management</li> </ul>	5
<b>3. Geopolitics and International relations</b> <ul style="list-style-type: none"> <li>• Geopolitics</li> <li>• European institutions</li> </ul>	5
<b>4. Logistics and Supply chain</b> <ul style="list-style-type: none"> <li>• Logistics</li> <li>• Supply chain management</li> </ul>	5
<b>5. French language and Culture</b> <ul style="list-style-type: none"> <li>• French as a foreign language</li> <li>• French culture</li> </ul>	5
<b>6. Project management in inclusion and diversity</b>	5
<b>Total : 240 hours</b>	<b>30 ECTS</b>



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### Contacts

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